GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

ADVISORS – Appointment of Smt. Suchitra Ella, Padma Bhushan awardee, Entrepreneur and Co-Founder & MD Bharat Biotech as Honorary Advisor (Handlooms & Handicrafts Development) to Government of Andhra Pradesh in the Cabinet Rank– Orders – Issued.

GENERAL ADMINISTRATION (POLITICAL.A) DEPARTMENT

G.O.RT.No. 574 Dated: 19-03-2025

1. G.O.Rt.No.2344, General Administration (Poll.A) Dept, dt:23.10.2019.
2. G.O.Ms.No.7, General Administration (Poll.A) Dept, dt:08.01.2025.

****

ORDER:

Government hereby appoints Smt. Suchitra Ella, Padma Bhushan awardee, Entrepreneur and Co-Founder & MD Bharat Biotech as Honorary Advisor (Handlooms & Handicrafts Development) to Government of Andhra Pradesh in the Cabinet Rank, initially for a period of two years from the date of assumption of charge of the post or till the necessity of the post ceases, whichever is earlier.

2. The Honorary Advisor will advise the Government on the following:

i. Advise policies to enhance the sustainability, competitiveness, and growth of the handicraft and handloom sectors.
ii. Recommend national and international best practices to boost market access and innovation to attract investments, both domestic and international, to support artisans, cooperatives, and MSMEs.
iii. Advise on access to financial assistance, credit schemes, and government subsidies for artisans.
iv. Recommend strategies to Strengthen domestic and export markets by expanding trade agreements and market linkages.
v. Recommend on eco-friendly, sustainable, and technologically advanced production methods.
vi. Advise on digitization, blockchain for traceability, and e-commerce platforms for artisan products.
vii. Enhance skill training programs for artisans, integrating traditional knowledge with modern techniques.
viii. Facilitate collaborations between design institutes, craft schools, and industry experts.
ix. Promoting Strengthening Geographical Indication (GI) tagging and intellectual property rights for unique crafts.

x. Suggest digital marketing strategies and support artisans in leveraging social media and online marketplaces.
xi. Advise on support to women artisans and marginalized communities through inclusive development initiatives.

3. The Industries & Commerce Department shall take further necessary action, accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K.VIJAYANAND
CHIEF SECRETARY TO GOVERNMENT

To
Smt. Suchitra Ella,Padma Bhushan awardee, Entrepreneur and
Co-Founder & MD Bharat Biotech
The Industries & Commerce Department
Copy to:
All Departments of Secretariat
All Heads of the Department
All the District Collectors
The Deputy Pay & Accounts Officer, A.P. Secretariat.
The Accountant General, A.P., Vijayawada
The Principal Secretary to C.M.
The P.S to Chief Secretary.
The P.S to Prl. Secretary to Govt (Poll).
SF/SC(2758562)

//FORWARDED::BY ORDER//

SECTION OFFICER